


2009

## Restaurant Ownership Made Easy: Four Fast Franchises, Exhibit Brochure

Tanya Jo Ormseth

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**UCF Rosen College of  
Hospitality Management  
Center for Multi-Unit  
Restaurant Management**

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**For More Information on Franchising...**

- Bennett, J., & Babcock, C. (2008). *Franchise times guide to selecting, buying & owning a franchise*. New York: Sterling Pub.
- *Entrepreneur magazine's Ultimate book of restaurant and food-service franchises*. (2005). Santa Monica, CA: Entrepreneur Press.
- Foster, D. L. (1989). *The complete franchise book: What you must know (and are rarely told) about buying or starting your own franchise*. Rocklin, CA: Prima Pub. and Communications.
- Parsa, H. G., & Kwansa, F. A. (2002). *Quick service restaurants, franchising, and multi-unit chain management*. New York: Haworth Hospitality Press.
- Schiller, S., & Thompson, N. (2000). *Bond's top 50 food-service franchises*. Oakland, CA: Source Book Publications.

**About the Library**

The Universal Orlando Foundation Library at UCF's Rosen College of Hospitality Management is devoted to the study of the hospitality and tourism industries.

The Library is located at 9907

Universal Blvd., near International Drive and the heart of central Florida's tourism area. For more information, visit the Universal Orlando Foundation Library's homepage at <http://library.ucf.edu/rosen> or call 407-903-8100.



**Exhibit Designed by:**

- Tanya Jo Ormseth, LTA Supervisor, Universal Orlando Foundation Library, Rosen College of Hospitality Management

**Exhibit items loaned by:**

- Dr. Christopher Muller, Rosen College of Hospitality Management, University of Central Florida
- Jeffery and Cheryl Longo, Franchise Owners  
NYPD Pizzeria, Lake Cay, FL
- Ed Carr, General Manager  
Five Guys Burgers and Fries  
Dr. Phillips Marketplace

**Thanks for your help!**

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***Restaurant Ownership  
Made Easy:***

**Four Fast Franchises**



***On display  
August 24th thru  
December 14th***

**at the  
Universal Orlando  
Foundation Library**

## The Four

We selected four of the hottest franchise concepts for comparison. Three of these, **NYPD Pizza**, **Five Guys Burgers and Fries**, and **Panera Bread**, have made *Franchise Times* magazine's 'Fast 55' list of companies experiencing speedy growth. The fourth, **uFood**, is a brand new 'healthy fast food' concept that is sure to expand nationally.

### Restaurant ownership made easy

Have you ever wanted to own a restaurant but were afraid to go it alone? Buying a franchise restaurant can take a lot of the work and worry out of entrepreneurship.

Typically franchisor support includes:

- Writing your business plan
- Helping with site selection
- Financial planning
- Menu planning and pricing
- Restaurant design and layout
- Product purchasing cooperatives
- Management training off-site
- Training your staff on-site
- Help with the opening
- Marketing and advertising

Source: <http://www.franchisetimes.com/>

## Four Fast Franchises



### **NYPD Pizza**

Total Opening Cost:  
\$164,000 to \$450,000  
Cash liquidity:  
\$200,000  
Experience:  
General business and  
Restaurant industry  
Source:  
[www.nypdpizzeria.com](http://www.nypdpizzeria.com)



### **Five Guys Burgers and Fries**

Total Opening Cost:  
\$200,000 to \$500,000  
Cash liquidity:  
\$500,000  
Experience:  
General business and  
Food service industry  
Source:  
[www.fiveguys.com](http://www.fiveguys.com)



### **Panera Bread**

Total Opening Cost:  
\$1,010,985 to \$2,252,840  
Cash liquidity:  
\$3,000,000  
Experience:  
General business, Multi-unit  
Food industry, Marketing skills  
Source:  
[www.panerabread.com](http://www.panerabread.com)



### **uFood Grill**

Total Opening Cost:  
\$488,500 - \$647,000  
Cash liquidity:  
\$200,000  
Experience:  
General business, and Restaurant industry  
Source:  
[www.ufoodgrill.com](http://www.ufoodgrill.com)



## Other Fast Franchises\*



More Info



Little Caesars



Häagen-Dazs®

\*Currently franchising, see [www.franchisetimes.com](http://www.franchisetimes.com)